



Present

Designing an Effective Exhibit

How to Make Your Exhibit Stand Out From the Crowd

Webinar Discussion Points Include...

1. Three primary reasons people attend tradeshows
2. Five things your exhibit must do to become a worthy destination
3. Six ways to make your exhibit more visible
4. Accessibility and ease of navigation
5. Four ways to create meaningful interactive experiences
6. Improving the attendee comfort factor
7. Six key factors impact exhibit memorability and recall

3 Primary Reasons People Attend Tradeshow

1. _____ /Continuing Education/Accrediting
2. **Shopping**/Sourcing/Purchasing/Revalidating
3. **Networking**/Interacting with Colleagues/Suppliers
 - How well is your exhibit serving these needs? (Score Yourself 1-10) _____
 - What specifically are you doing to meet these needs?



Attendees have over choice
about where to spend their time
and are very selective about
which exhibits they visit...

Is YOUR exhibit a worthy destination?

3 Most Important Things to Booth Visitors

1. Overall Booth/Stand Appearance
2. _____ of Information Received
3. Relevance to their Business

Source: Exhibit Surveys

5 Things Your Exhibit MUST DO to Become a WORTHY DESTINATION

1. Get Noticed
2. Quickly & _____ Communicate What You Do and Deliver a Value Proposition
3. Be Approachable, Easy to Enter & Navigate
4. Provide _____, But Meaningful & Engaging Interactivity
5. Inform or Teach Something Valuable & _____

For Businesses Providing Services

1. Building service presentations requires more thought and creativity.
2. Identify problems you solve, opportunities you create, _____, efficiencies and improvements you can deliver.
3. Strategies:
 - Brief One to One or One to Many Presentations: 3 biggest problems with (process) and how to eliminate.
 - Gamification: Take the (problem) challenge or quiz.
 - Use a physical prop to hook and engage.
 - White paper or Industry Intelligence report
 - Case studies: Problem/Approach/Result
 - Visual Client testimonials in exhibit graphics

6 Ways to Make Your Exhibit MORE VISIBLE

1. Lighting
2. Imagery
3. Clear & Informative Messaging
4. Creative Use of A/V
5. Interactivity & Engagement
6. Proactive Booth Staff

Accessibility & Ease of Navigation

1. Avoid _____ to entry or exit
2. Easy to visually discern where things are located
3. Logical order and placement of solutions
4. Zones
 - Meet & greet area
 - Information seeker area
 - Interactive solution areas
 - Deeper _____ areas
 - Relax and recharge areas



Notes from Slides:

6 Ways to Create Meaningful Interactive Experiences

1. One-to-One Personalized Demonstrations
2. Hands-On Demonstrations
3. One-to-Many Demonstrations/Presentations
4. Recreating _____
5. Gamification/Quizzes
6. Self-Guided Demonstrations/Information Access

Improving the Attendee Comfort Factor

1. **Flooring:** Carpet and _____
2. **Space:** Not cramped or overcrowded
3. **Accessibility:** Easy to Enter & Exit – Products can be interacted with
4. **Seating:** Comfortable seating increases dwell time
5. **Staff Behaviors:** Friendly, Attentive, Responsive, Not Pushy, Respect Their Time & Knowledge
6. **Food & Beverage:** Putting food or a beverage in their hand increases dwell time

6 Key Factors Impacting Exhibit Memorability & Recall

1. _____
2. Company Name
3. Product Demonstration
4. Live Presentations
5. Exhibit Staff
6. Exhibit Design/Color

Source: Exhibit Surveys

What were the three most important ideas you learned in this webinar?

1. _____
2. _____
3. _____

What will you do to make your exhibit stand out?

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- Exhibitor Success & ROI Center:
 - Live and re-playable webinars
 - “How-to” exhibiting article series
 - “Ask the Tradeshow Expert” email Q&A
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